

What's Inside bluePrint

Seven-story mixed-use building opening near Square	2
Region honors Marietta for improving Franklin Road	2
Marietta Conference Center becomes a Hilton	3
Meeting Park under construction, expanding city's downtown	3
Please remember to abide by water use restrictions and conserve water this summer	4
Experience life behind the badge with Citizens' Police Academy	4
Living and workspace condos open near National Cemetery	5
City Council approves funding for parks improvements	5
Newsweek names Marietta High School one of nation's best	5
415 volunteers build playground for children	6
Citywide Development Map	7
Calendar of Events	8



bluePrint

OFFICIAL PUBLICATION OF THE CITY OF MARIETTA

Summer 2008

WSB-TV awards Marietta for environmental efforts

WSB-TV Channel 2 awarded Marietta its "Going Green Champion" award for the city's efforts to reuse rainwater captured off the rooftops of city-owned buildings to water trees and flowers in the downtown area that can't be watered by other means. The city also uses the collected rain to water the city's newly-planted landscaping.

The recycled water is stored in five 330-gallon tanks, and one of the barrels is on a flatbed truck that is transported around town to water the city's landscaping. Residents who see the truck will notice a sign on the back that Marietta is reusing captured rainwater.

A one-inch rain produces approximately 623 gallons of runoff from every 1,000 square feet of solid surface, such as a roof. Runoff washes nutrients, sediment, litter, automotive fluids and other pollutants from yards, parking lots and streets into local streams and lakes. Properly set up rain barrels can help residents slow the flow of runoff during storms and can be used as a water supply for outdoor and gardening needs.

The city's effort to capture rainwater also caught the attention of Atlanta's NBC television affiliate, 11Alive, which profiled the city's innovative environmental program on a recent newscast.

For more information, call the Marietta Parks, Recreation & Facilities Department at 770-794-5642. 



Development Update

Construction of the new **Starbucks** on Church Street near WellStar Kennestone Hospital will be complete in June, and the Seattle-based coffee house should be ready with your caffeine fix in October. An additional 2,000 square feet of retail space is available to lease.



Starbucks on Church Street

continued on page 6

City's bond rating increased, saving taxpayers money

National bond rating agency Standard and Poor's has raised Marietta's bond rating, similar to a person's credit rating. With the new rating, Marietta was able to refinance school bonds, bonds on the golf course and the city's public safety bonds, which will save taxpayers \$2.5 million over the next 11 years.

The new rating is based on the city's strong financial operations and management, continued economic diversification and redevelopment efforts. Marietta is now among the top four cities in Georgia with the best credit scores, which will help keep city taxes low.

"We are in tight economic times and are doing everything we can to try to save money," City Manager Bill Bruton said.

"The rating is important because the higher the rating, the lower the interest rate the city has to pay when borrowing money," City Budget Manager Lori Duncan said. "It decreases the overall dollar amount that will be paid back each year and over the lifetime of the debt, which saves the taxpayers money."

Standard & Poor's Ratings Services raised its long-term general obligation (GO) bond rating of the city of Marietta to 'AA+' from 'AA.' A GO bond is a mechanism for governments to borrow money to finance voter-approved capital projects, such as police and fire stations.

Marietta's new GO bond rating is the best of any city in Cobb County and places Marietta with the three best-rated cities in the state.

continued on page 7



Seven-story mixed-use building opening near Square

A seven-story mixed-use building under construction near the Square is already 70 percent sold and will be ready for residents this summer. Emerson Overlook, located at 326 Roswell Street near the library and Marietta National Cemetery, is in the final stages of construction.

"We are excited about what's happening in Marietta, not just what's happening in our project," CEO of de Oplossing, Inc. Roger DeBoy said. "Being within walking distance to the Square gives our development a down home feeling."

DeBoy was one of the first developers to help jumpstart Marietta's redevelopment downtown when he began Emerson Hill townhomes – near today's construction – six years ago. "We did 32 townhomes then and had a lot of success," DeBoy said. "We did a renovation to the old Coke building, which is where our corporate offices are."

"We decided since the market was very good at the time to go ahead and acquire the property next door and do this mixed-use development," DeBoy said. The new building is over 100,000 square feet, and a three-story parking deck will accommodate over 200 cars, DeBoy said.

"The first three floors are about 46,000 square feet and will be occupied by the local law firm Moore, Ingram, Johnson and Steele," DeBoy said. "The law firm will move in during the fall of 2008."


The top four floors will include 32 owner-occupied condominiums, DeBoy said. "A lot of people are wanting larger condos, and we have a fair amount of two and three bedroom condos and a couple one bedroom condos."



Each residential condo has a balcony, and there is also a rooftop deck, DeBoy said. "The rooftop deck is unbelievable, and you can see the Marietta Hilton, downtown Atlanta, and you can even see the Big Chicken."

DeBoy expects the condominiums, which range from the low \$200,000s to the mid \$600,000s, to be occupied this summer.

DeBoy named Emerson Overlook, Emerson Hill and Emerson Coffee Shop after his father. "Our father's name was Emerson, so we named the projects in his honor," DeBoy said. "I think that all developments, not just our development, in this area are going to have great success."

You can take a video tour of the construction and meet the developer in the Video on Demand section of the city's Web site at mariettaga.gov. For more information, call Marietta's Economic Development Division at 770-794-5631. 

Region honors Marietta for improving Franklin Road

The Atlanta Regional Commission has awarded Marietta for its efforts to improve the Franklin Road community. The Community Building and Involvement award recognizes local governments that demonstrate innovation and creativity through community-building and civic involvement programs, projects and initiatives.

"One neighborhood that best shows what can be accomplished when a community comes together is chosen out of ten counties,"

Marietta City Manager Bill Bruton said. "Our successes and partnerships on Franklin Road were chosen as the best examples for other areas to follow when creating communities."

How the community improved

Crime on Franklin Road in Marietta was increasing in the early 2000s. Businesses were shuttered and previously well-kept apartments were showing their age. City Council identified areas to focus on as

continued on page 4



Blueprint Marietta is a publication of the city of Marietta Public Information Office to inform residents and property owners about city news, services and events. The newsletter is produced and mailed to residents and business owners within the city limits and is also available on the city's Web site.

Comments and suggestions are welcomed and may be directed to:

City of Marietta Public Information Office
205 Lawrence Street NE
Marietta, GA 30060-1647
770-794-5509
blueprint@mariettaga.gov

City Manager William (Bill) F. Bruton Jr.
www.mariettaga.gov

Mayor

William B. Dunaway

Marietta City Council

Ward 1 - Annette Paige Lewis
Ward 2 - Griffin Chalfant
Ward 3 - Holly Marie Walquist
Ward 4 - Irvan Alan Pearlberg

Ward 5 - Anthony Coleman
Ward 6 - Jim King
Ward 7 - Philip Goldstein

Marietta Conference Center becomes a Hilton

Hilton officials held a flag-raising ceremony this spring as the Marietta Conference Center & Resort on Powder Springs Street officially became a Hilton Hotel. The change was made after \$7 million of renovations began to makeover the hotel.

"We are celebrating a new era in Marietta in bringing the Hilton name to the city," general manager of the Hilton Atlanta/Marietta Hotel & Conference Center Steven H. Davis said. "This will give Marietta a great brand in Hilton and really enhance the city." The Hilton name is known internationally because of service and quality, Davis said.

Beds, pillows, sheets and comforters in the hotel's 199 rooms have been changed to reflect the Hilton brand. Each hotel room has received the Hilton amenities package, which includes a stainless steel ice bucket, new showerhead and curtain, coffee maker, MP3 alarm clock, terry cloth towels, and Crabtree & Evelyn grooming products.

Renovations to the rest of the hotel are scheduled to begin in October 2008 and be completed by the end of the year, Davis said. "These renovations will include new carpeting in rooms and hallways, new drapes, updated bathrooms and renovations to the lobby, bar and


restaurant." The hotel and conference center will remain open during renovations.

Davis said Marietta is the ideal spot to bring the Hilton name because of the city's historic Square and its many shops and restaurants conveniently within walking distance.

Guests will be able to book rooms at the hotel using Hilton's worldwide reservations system, one of many marketing tools that city officials anticipate will increase business at the Conference Center. Marietta will benefit from Hilton's national sales and marketing efforts, meeting referrals, national and regional advertising and public relations.

The city will still own the facility and golf course, which will remain public. Marietta signed a 20-year lease with Dallas-based Remington Hospitality, which manages the

Conference Center, and the city and its downtown development authority issued bonds to refurbish and renovate the facility. Remington will

be responsible for all payments on the bond and for paying off the existing debt of the facility, which will build equity for the city. At the end of the lease period, the city would have a property worth over \$30 million. 



Meeting Park under construction, expanding city's downtown

Meeting Park, a new mixed-use development, is under construction at 218 Roswell Street between the library and Marietta Square and will be an extension of the downtown, offering owner-occupied housing along with office and retail options.

"The Marietta Square provides many lessons we can all learn from," Michael C.J. Fallon of Winter Properties said. "We want to bring that kind of feeling and environment and extend it further into Meeting Park and make it an extension of downtown Marietta and the Square."

Fallon envisions Meeting Park providing an assortment of coffee shops, indoor and outdoor restaurants, bakery and flower shops.

"Meeting Park will provide the kind of shops you might walk to from your condominium," Fallon said.

Many people, including first-time home buyers, young couples, single professionals, and people who have raised their children and want freedom from yard work will be attracted to the project, Fallon said. "Meeting Park will provide a more carefree style of living that allows them to do all they've been putting off."

Construction is underway now on townhomes in the first phase of Meeting Park, ranging from \$250,000 to \$550,000 depending on size and amenities. "The first 15 are coming out of the ground and we are looking forward to a grand opening," Fallon said.

Meeting Park will portray a variety of architectural themes and blend with Marietta's historic streetscape, Fallon said. "I think our greatest hope would be that people would see this a decade from now and not be able to identify where Meeting Park begins and ends and not be able to recognize the new from the old. That would be the true success for us."

You can see how Meeting Park plans to connect with downtown Marietta in the Video on Demand section of the city's Web site at mariettaga.gov.

For more information, call Marietta's Economic Development Division at 770-794-5631. 



Please remember to abide by water use restrictions and conserve water this summer

Water usage increases in the summer, as people get the overwhelming urge to irrigate landscaping, pressure wash houses, wash cars, break out soaker slides and other water toys, and engage in all sorts of outdoor activities involving water. Please remember, all of Marietta Water's service area remains under water use restrictions because of the continuing drought conditions in our area.

Marietta Water encourages you to use water only within the guidelines of current restrictions. Each customer's monthly water consumption target is printed in the history section of your monthly water statement.

You can conserve substantial amounts of water if you:

Plant Strategically – Avoid planting grass in hard-to-water areas such as steep slopes and isolated strips bordering sidewalks and driveways.

Escape Evaporation – Minimize evaporation by watering during the early morning hours, when cooler temperatures and lighter breezes keep water from evaporating as quickly. This should be easy,

since current watering restrictions only allow hand watering (defined as one person with one hose with a shut off nozzle) of existing landscaping for 25 minutes a day, on the odd/even watering schedule.

Cool It – Keep a pitcher of water in your refrigerator instead of running your tap every time you want a cool drink. In addition, try to use only one cup or glass per day to cut down on the number of dishes you have to wash.

Mulch More – Placing a layer of organic mulch around your plants will reduce evaporation, help control weeds, and enable your soil to retain more water.

Produce Savings – When washing that fresh summer produce, do so in a partly filled pan. When you finish, pour the water on your houseplants or dry outdoor areas.


Make Tall Grass Less Short – Adjust your lawn mower to a higher setting. Longer grass shades root systems better and helps soil hold onto more moisture than a closely clipped lawn.



Change Directions – Redirect downspouts and other runoff toward shrubs or trees. Or capture rainwater in buckets or rain barrels and use it on your plants.

Reduce Greenery – Cut down on the amount of grass in your yard by creating rock gardens or by planting shrubs and surrounding them with generous quantities of mulch.

Whack Weeds – Weeds compete with other plants for water, as well as light and nutrients. So weed your lawn and garden regularly.

For more tips on conserving water, please visit www.mariettaga.gov. 

Experience life behind the badge with Citizens' Police Academy


The Marietta Police Department will offer citizens the chance to experience life as a police officer when it hosts its Citizens' Police Academy this fall. The department is accepting applications for the nine-week program, which will meet every Monday from 6-9 p.m. September 15 – November 17, 2008.

As a participant, learn about the department's operations, see demonstrations and participate in hands-on training given by the department's officers. The program will

also provide the opportunity to explore the challenges police officers face on the streets through role-playing scenarios and ride-alongs with officers during a patrol shift. Program topics include:

- Crime analysis
- Narcotics
- Special weapons and tactics (SWAT)
- Crime interdiction unit
- Detectives

- Traffic enforcement
- Community response unit
- Crime scene processing

The Academy is open to the public pending a background check. Applications are available at the front desk of the Marietta Police Department at 240 Lemon Street. Spaces fill up quickly, so apply as soon as possible. For more information, please call 770-794-2361. 

Region honors Marietta for improving Franklin Road

continued from page 2

part of Marietta's vision statement, and the city formed a task force to tackle the challenges. Committees were created and residents, businesses, and volunteers banded together with the city to address crime and attract businesses back to the area.

The Marietta Police Department established a crime-free housing program and Police Athletic League. Special attention was paid to reaching out to younger members of the multi-cultural community. Leaders launched the Franklin Road Youth Association and Franklin Road Soccer in the Streets program.

Five years later, violent crime is down 12 percent and more than 100 children are active in two locations at the Franklin Road Boys and Girls Club. The association's efforts were boosted significantly last year when the federal government provided the area with a \$175,000

"Weed and Seed" grant to combat crime and build community at the grassroots level.

Marietta an example for others

The award from the Atlanta Regional Commission recognizes the success of Marietta's reduction in crime through collaboration with property owners, community partners and apartment complex owners and demonstrates the city is an example for others.


The city police department's relationship with the community was one of the factors that helped Marietta win the All-America City award as one of the 10 best communities in the nation.

For more information, call 770-794-5640. 

Living and workspace condos open near National Cemetery

Marietta's newest downtown condominium building across from the Marietta National Cemetery near the Square celebrated its grand opening this spring. Washington Avenue Commons is a four-story mixed-use building with first floor class-A office space and 18 self-contained residential units.

Recalling the city's former courthouse, the development seeks to restore some of the architectural style of Marietta's past. The all-brick building, located on Washington Avenue near Cole Street, was built using the city's new overlay zoning district that encourages higher quality design. The project features underground parking and storage, roof-terrace entertainment space and private balconies.

You can take a video tour of the building and its homes and meet the developer in the Video on Demand section of the city's Web site at mariettaga.gov. 



City Council approves funding for parks improvements


The Marietta City Council has approved funding for city parks improvements. New entrance and identification signs will be installed at all city parks for \$50,000. Other improvements include:

- Replacing a pedestrian bridge at Burruss Park for \$65,000
- Replacing tennis court fencing at Laurel Park for \$165,000
- Paving the parking area adjacent to the tennis courts and playground at Lewis Park for \$45,000
- Replacing the tennis court fencing at Lewis Park for \$88,200
- Making entrance improvements at Merritt Park for \$20,000
- Replacing the driveway and parking lot at Merritt Park for \$60,000
- Replacing the bridge at Wildwood Park for \$90,000 



Newsweek names Marietta High School one of nation's best

Marietta High School is staying true to its creed of "The difference is excellence." Once again proving its commitment to exceptional education, Marietta High School was ranked among the top five percent of all high schools for the third year in a row in *Newsweek* magazine's 2008 list of America's best high schools.

Marietta High School proves its position in the best of the best by meeting the high standards used in determining how schools are rated. The criteria used for ranking public schools include the number of Advanced Placement, Intl. Baccalaureate and/or Cambridge tests taken by all students at a school in 2007 divided by the number of graduating seniors. 



Marietta
city schools

Development Update

continued from page 1

Wal-Mart announced it will not build a new Supercenter store at 1150 Powder Springs Street. The decision is part of a nationwide strategy by Wal-Mart to reduce the number of new stores being built.

A \$750,000 makeover of the **Whitlock Heights Village** shopping center is complete at 757 Whitlock Avenue at Manning Circle. Anchor space is available in the 59,220 square foot retail center with easy access and a traffic signal.



Whitlock Heights Village shopping center

Newly opened **Kennestone East Office Park** at 709 and 711 Canton Road near WellStar Kennestone Hospital is home to medical offices, businesses and Georgia Commerce Bank's headquarters and full-service branch.

For more information, call the city of Marietta Economic Development Division at 770-794-5717. 



Kennestone East Office Park

415 volunteers build playground for children

Over 400 volunteers from The Home Depot, City of Marietta's Parks and Recreation Department, Marietta Kiwanis, and organizers from the nonprofit organization KaBOOM! built a state-of-the-art, 2,500 square foot playground in Marietta this spring.

The playground is located at Victory Park on South Park Drive off Roswell Street between Victory Drive and Aviation Road. It will provide a safe, fun environment for children in the community and three nearby schools.

The new playground is the 1,000th play space refurbished by The Home Depot since the company made a \$25 million commitment to KaBOOM! in 2005.



Victory Park Volunteers


Children help in design

During a special design day in February, children from the science, technology, engineering, and mathematics magnet academy at the Marietta Center for Advanced Academics put crayon to paper and drew their dream playground complete with swings, slides and crawl tubes.

Community funding

The playground was funded through a \$104,400 grant from The Home Depot Foundation along with a \$10,000 contribution from the Marietta Kiwanis.

As a founding partner of KaBOOM!, The Home Depot provides financial support, materials and numerous volunteers for play space projects across North America as part of its ongoing commitment to give back to the communities its stores serve.

You can watch interviews with volunteers and see the park being built in the Video on Demand section of the city's Web site at marietta.gov. 

Get Marietta news from City Hall by e-mail

Stay informed with news from City Hall, events, redevelopment updates and emergency alerts. You can subscribe to all and update your preferences at any time.

Log on to www.mariettaga.gov and click "sign up now" under Notify me. 

City bond rating increased, saving taxpayers money

continued from page 1

"This puts us in a very small group of governments in Georgia with this high rating," Bruton said. "It affirms the market's continued confidence in the financial management of the city and Marietta's overall progress compared to our peers."

The increased financial rating allowed the city to reduce the rate of interest on the school bonds, which will save taxpayers \$1.5 million over the term of the bonds.

The city is using the improved rating to refund the golf course bonds with a savings of over \$430,000 for the remaining term of the bond. This savings to taxpayers comes on top


of the recent refinancing of the city's public safety bonds, which resulted in a \$628,000 savings over the next eight years.

Standard and Poor's cited Marietta's redevelopment and diverse local economy as factors in the increased rating. Both are goals City Council approved as part of Marietta's vision statement.

Affirmation of city's strong financial management

The new rating is one more positive indicator from outside evaluators that Marietta is soundly managing the finances of the city's taxpayers. For the thirteenth

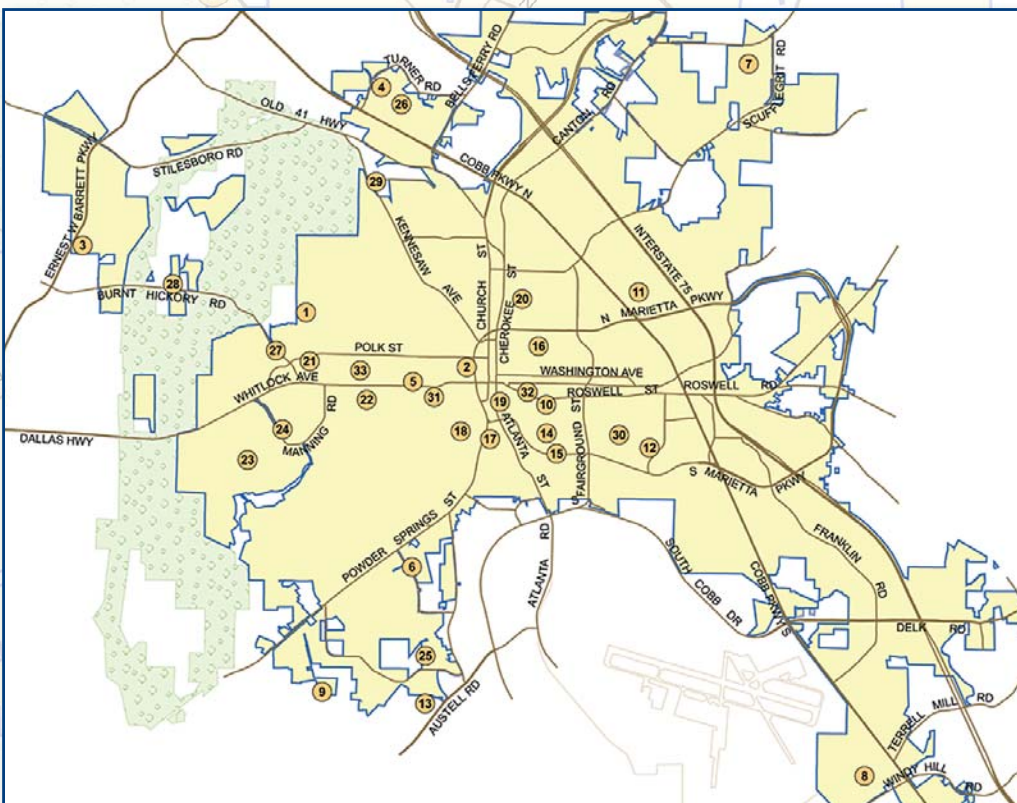
consecutive year the Government Finance Officers Association of the United States and Canada awarded Marietta the Distinguished Budget Presentation Award for its current fiscal year budget. The award is the highest form of recognition in governmental budgeting and recognizes the city's commitment to meeting the highest principles of governmental budgeting. The organization also awarded Marietta the Certificate of Achievement in Financial Reporting for 20 consecutive years.

For more information, call the city's Finance Department at 770-794-5544. 



Citywide Development

Development	Type	Units	Status
1. Anderson Farm at Keeler Woods	SF	62	Sales; Constr
2. Atlanta Northern Building	OS	NA	Plans
3. Barrett Heights	SF	66	Sales; Constr
4. Briarfield	SF	87	Complete
5. Brown's Park	SF	19	Sales; Constr
6. Brownstone Square	T	124	Sales
7. Cambridge Walk Townhomes	T	30	Site prep
8. Caswell Overlook	T	216	Sales; Constr
9. Crosswinds	SF	55	Sales; Constr
10. Emerson Overlook	C, OS	37	Sales; Constr
11. Glen Ivy	T	99	Sales; Constr
12. Highpointe North	T	77	Sales; Constr
13. Horizons	SF, T	65	Sales; Constr
14. Hunter Walk	SF	11	Sales; Constr
15. Manget	SF, T, C	265	Sales; Constr
16. Manor Park Classics	SF, T	36	Sales; Constr
17. Marietta Mill Lofts	L, OS	31	Sales
18. Marietta Walk	SF, T, C, R	121	Site prep
19. Meeting Park	SF, C, T, OS, REST, R	299	Sales; Constr
20. Montgomery Park	SF	46	Site prep
21. Mountain View Townhomes	T	34	Sales
22. Park at Whitlock	SF	17	Sales
23. Rockford Commons	SF	31	Constr
24. Rockford Township	SF	60	Constr
25. Sandtown Village	SF	22	Sales; Constr
26. Summit Village	SF	36	Sales
27. The Park at Anderson Farm	SF	17	Sales
28. The Retreat	SF	16	Sales
29. Traditions at Crosspark	SF	32	Sales; Constr
30. Village at Frasier Park	T	42	Sales
31. Walnut Grove	SF	15	Sales; Constr
32. Washington Avenue Commons	C, OS	18	Sales
33. Whitlock Cove	Cottage Ranch	12	Sales



SF - Single Family Homes
C - Condominiums

T - Townhomes
OS - Office Space

R - Retail
REST - Restaurants

L - Lofts

Calendar of Events



June 21
Juneteenth Celebration
Glover Park

June 27
Glover Park Concert Series – Still Standing
Glover Park

July 4*
Independence Day in the Park - Marietta Square
City Offices Closed

July 4-6
A Star-Spangled Scarlett Weekend
Marietta Gone With the Wind Museum and other venues

July 7 – July 18
Summer Art Camp
Marietta/Cobb Museum of Art

July 9
Museum Mice Tour: Etta Spies with Her Little Eye
Marietta Museum of History

July 9
City Council meeting
City Hall – Council Chambers

July 10 – August 3
Mount Pleasant Homecoming
Theatre in the Square

July 12 – September 13
Metro Montage VIII
Marietta/Cobb Museum of Art

July 17
Marietta Police Department Town Hall Meeting Zones 3, 4, 5 (Wards 1-4)
City Hall – Council Chambers

July 25
Glover Park Concert Series – A1A
Glover Park

July 26
Christmas in July
Marietta Square

August 1
First Fridays and Art Walk
Marietta Square

August 13 – September 21
Sherlock Holmes: The Final Adventure
Theatre in the Square

August 13
Museum Mice Tour: Murray and Etta Count Collections
Marietta Museum of History

August 13
City Council meeting
City Hall – Council Chambers

August 19
Ward 5 Town Hall meeting
City Hall – Council Chambers

August 22
Glover Park Concert Series – The Neons
Glover Park

August 30 – September 1
Art in the Park
Glover Park, Marietta Square

Now through August 30
Farmer's Market
Marietta Square
Saturday mornings

*The city garbage and recycling schedule will change for the week. Please visit www.mariettaga.gov and click on City Services.

City Departments and Divisions

Budget (770) 794-5544	Community Development (770) 794-5437	Finance (770) 794-5544	Marietta Fire (770) 794-5450 For emergencies call 9-1-1	Parks, Recreation and Facilities (770) 794-5601	Sanitation (770) 794-5581
Building Inspection (770) 794-5650	Court (770) 794-5400	Fleet Maintenance (770) 794-5660	Marietta Police (770) 794-5300 For emergencies call 9-1-1	Personnel and Risk Management (770) 794-5562	Section 8 (770) 794-5430
Business License (770) 794-5520	Development Services (770) 794-5669	Geographic Information Systems (GIS) (770) 794-5552	Marietta Power (770) 794-5150	Planning and Zoning (770) 794-5440	Streets and Maintenance (770) 794-5676
City Manager (770) 794-5504	Economic Development (770) 794-5717	Management Information Systems (MIS) (770) 794-5588	Marietta Water (770) 794-5230	Public Works (770) 794-5650	Tax (770) 794-5680
Code Enforcement (770) 794-5439	Engineering (770) 794-5650		Mayor (770) 794-5502	Purchasing (770) 794-5699	Traffic Operations (770) 794-5676



City of Marietta Public Information Office
205 Lawrence Street NE
Marietta, GA 30060-1647

Presort Standard
US Postage
PAID
Atlanta, GA
Permit NO 4461